



**FOR IMMEDIATE RELEASE**

December 11, 2008

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<p><b><i>ENVIRONMENTAL SERVICES DEPARTMENT</i></b></p> <p><b>NEWS RELEASE</b></p>
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**CITY REMINDS RESIDENTS TO  
THINK GREEN THIS HOLIDAY SEASON**

***TIPS TO REDUCE HOLIDAY REFUSE***

From Thanksgiving through the New Year's holiday the average San Diego household generates between three and 10 extra bags of trash. However, not all this material is actual refuse. Mixed in that waste are many recyclable materials, such as food and gift packaging. Too often these recyclables end up buried in the City's Miramar Landfill.

"The Landfill is a finite resource and has a limited number of years of useable life left to bury trash," said Chris Gonaver, director of the City of San Diego's Environmental Services Department.

"Although San Diego's waste diversion rate is at 55 percent, we must do a better job recycling because more than two-thirds of material buried in the landfill is recyclable.

"Worse, as the Miramar Landfill and other regional landfills continue to reach capacity, transportation and disposal costs for San Diego's waste will increase," Gonaver added.

**REDUCE, REUSE, RECYCLE GIFT WRAPPING MATERIALS**

Wrapping materials such as ribbon and wrapping paper are one of the largest quantities of materials that end up in the trash during the holiday season. In fact, each year 38,000 miles of ribbon alone is thrown out nationwide, which is enough to tie a bow around the Earth!

San Diegans can keep the holiday spirit by considering the following ideas that will help reduce, reuse and recycle materials used when wrapping packages:

- Create gift tags from last year's holiday cards or wrapping paper.

***(MORE)***

- If you use traditional gift wrapping or send holiday cards, always buy recycled-content paper that can be recycled.
- Design your own wrapping paper using paper shopping bags: decorate them with paints, crayons or art. Use blueprint paper or the Sunday comics.
- If you haven't in the past, save wrapping paper and ribbons to reuse next year.
- Drop off extra packaging materials at local private mailing centers. Call the Plastic Loosefill Council Peanuts Hotline at 1-800-828-2214 for the names of local businesses that reuse packing peanuts.
- Recycle non-metallic wrapping paper and boxes if you do not plan to use them again.
- Ribbon made from paper can be recycled. Ribbon made from plastic or fabric is not recyclable but can be reused on other packages.
- Cardboard boxes with clear plastic windows can be recycled.

### **GIVE GIFTS THAT WILL REDUCE WASTE**

When selecting gifts to give family and friends, consider the following ideas that will help reduce the amount of waste generated:

- Give non-material gifts such as gift certificates for balloon rides, bay/whale watching cruises, music lessons, transit passes and gym or museum memberships.
- Buy tickets to a local theme park, sporting event, movies or concerts.
- Make home-baked goodies such as cookies, brownies or fudge and place in a reusable tin box, a kitchen container or a decorated box.
- Give services such as making dinner or helping with home improvements.
- When selecting your gift please consider how long it will last. Often, a cheaper item will wear out long before its more durable equivalent.
- And, always remember to look for items made from recycled content.

The following items used to package food and gifts can be recycled in residents' blue curbside recycling bins:

- aluminum pie and baking tins, and foil;
- cardboard and paper product packaging of all kinds;
- paper gift wrapping;
- plastic juice bottles, plastic milk and water jugs;
- soda, cider, wine, champagne, beer and other alcohol bottles;
- wine-in-a-box boxes (remove the inside plastic bladder), and
- empty aerosol cans.

### **ADDITIONAL RECYCLING INFORMATION IS AVAILABLE**

For more information on holiday waste reduction ideas, recycling, composting and other related topics, contact the City of San Diego Environmental Services Department at 858-694-7000, or visit the ESD recycling website at: [www.sdrecyclingworks.com](http://www.sdrecyclingworks.com).